

\$5000 FOR HERALD SUBSCRIBERS

CONTEST
OPENED March 10, 1910**Outside of the City of El Paso**CONTEST
CLOSES MAY 10, 1910

The Herald's Grand Popular Voting Contest is open to any Herald subscriber, outside of El Paso. Many magnificent prizes are offered for a few weeks hustling. Send in a nomination blank today and get busy.

There will be Four Grand Prizes, Twelve District Prizes and numerous Special Prizes

The Grand Prizes

1st Grand Prize—\$1250 Overland Touring Car**2nd Grand Prize—\$800 Apollo Player Piano****3rd Grand Prize—Two Trips to New York via all Water Route, All Expenses Paid****4th Grand Prize—\$400 Hobart M. Cable Piano**

Contest District No. 1

Includes all of west Texas (outside of El Paso), and the territory adjacent to the National Lines of Mexico, in Mexico.

Contestants in this district are competing for the following prizes:

1ST GRAND PRIZE—\$1250 OVERLAND TOURING CAR
2ND GRAND PRIZE—\$800 APOLLO PIANO PLAYER
3RD GRAND PRIZE—TWO TRIPS TO NEW YORK
4TH GRAND PRIZE—\$400 HOBART M. CABLE PIANO

1st District Prize,
\$125 VICTOR VICTROLA
2d District Prize,
\$50 SET SILVERWARE
3d District Prize,
\$25 CAMERA

Contest District No. 2

Includes the following: Otero, Lincoln, Torrance, Eddy, Chaves, Roosevelt, Curry, Quay, Guadalupe, San Miguel, Union, Colfax, and Mora counties in New Mexico, and the Panhandle counties in Texas.

Contestants in this district are competing for the following prizes:

1ST GRAND PRIZE—\$1250 OVERLAND TOURING CAR
2ND GRAND PRIZE—\$800 APOLLO PIANO PLAYER
3RD GRAND PRIZE—TWO TRIPS TO NEW YORK
4TH GRAND PRIZE—\$400 HOBART M. CABLE PIANO

1st District Prize,
\$125 VICTOR VICTROLA
2d District Prize,
\$50 SET SILVERWARE
3d District Prize,
\$25 CAMERA

Contest District No. 3

Includes the following counties in New Mexico: Dona Ana, Luna, Grant, Sierra, Socorro, Valencia, Bernalillo, Santa Fe, San Duval, McKinley, Taos, Rio Arriba and San Juan.

Contestants in this district are competing for the following prizes:

1ST GRAND PRIZE—\$1250 OVERLAND TOURING CAR
2ND GRAND PRIZE—\$800 APOLLO PIANO PLAYER
3RD GRAND PRIZE—TWO TRIPS TO NEW YORK
4TH GRAND PRIZE—\$400 HOBART M. CABLE PIANO

1st District Prize,
\$125 VICTOR VICTROLA
2d District Prize,
\$50 SET SILVERWARE
3d District Prize,
\$25 CAMERA

Contest District No. 4

Includes all of Arizona, Sonora, and the west coast of Mexico.

Contestants in this district are competing for the following prizes:

1ST GRAND PRIZE—\$1250 OVERLAND TOURING CAR
2ND GRAND PRIZE—\$800 APOLLO PIANO PLAYER
3RD GRAND PRIZE—TWO TRIPS TO NEW YORK
4TH GRAND PRIZE—\$400 HOBART M. CABLE PIANO

1st District Prize,
\$125 VICTOR VICTROLA
2d District Prize,
\$50 SET SILVERWARE
3d District Prize,
\$25 CAMERA

Special Prizes--

IN ADDITION TO THE GRAND AND DISTRICT PRIZES, SEVERAL HUNDRED DOLLARS WORTH OF SPECIAL PRIZES WILL BE GIVEN AWAY DURING THE CONTEST. CONDITIONS GOVERNING THE GIVING OF THESE PRIZES WILL BE ANNOUNCED FROM TIME TO TIME AS THE CONTEST PROGRESSES.

Why El Pasoans Are Excluded

The Herald excludes residents of this city and suburbs from this contest for the reason that it would be manifestly impossible for an out of town contestant to compete with a local contestant on even terms. The Herald reaches nine out of every ten of the homes in this city and it would be comparatively easy work for an El Pasoan to pile up an immense vote by merely collecting in advance the subscriptions in his immediate neighborhood. For this reason El Paso candidates are not allowed to compete and no votes are allowed on subscriptions taken in El Paso and El Paso suburbs.

Vote Schedule

DAILY HERALD

1 Month.....\$.60..... 100 Votes
3 Months..... 1.80..... 500 Votes
6 Months..... 3.60..... 1500 Votes
1 Year..... 7.00..... 5000 Votes

SEMI-WEEKLY HERALD

1 Year.....\$2.00..... 600 Votes

Do You Want An Automobile?

Many people suppose that it is necessary to be wealthy in order to possess an Automobile. This is a mistake. The Herald offers an Automobile of the newest and best manufacture, which you can easily obtain by the cooperation of your friends with no expense to yourself and no extra cost to your friends. **Enter the contest at once.**

DELAY ENDANGERS SUCCESS

KIPLING-10 VOLUMES FREE

Each contestant in The Herald's Popular Voting Contest will be given a beautiful set of masterpieces of the world's literature, or a set of the works of Rudyard Kipling, for the first six new yearly subscriptions they send in. Just think of it—you only have to get six people to take The Herald for one year and you get absolutely free your choice of a 10 volume set of Kipling or an eight volume set of Masterpieces. Or, we will send both sets to any contestant for the first 10 new yearly subscriptions sent in.

Note—Special prize offers do not affect in any way the awarding of the regular prizes. No one is barred from winning a regular prize on account of having received a special prize.

Nomination Blank

Date, 1910.

Contest Editor, El Paso Herald.

I nominate

Town

State or Territory

as the most popular candidate in the

EL PASO HERALD POPULAR VOTING CONTEST

Signed

Address

This nomination blank counts for 500 votes for the candidate nominated and only one nomination blank will be counted for each person nominated. A voting coupon will be found on another page.

Rules of Contest

Any person of good character is eligible to enter this contest. Every candidate must be regularly nominated on the nomination blank which is printed in The Herald. Any person can nominate one or more candidates. Nomination blanks should be mailed at once to the Contest Editor of the El Paso Daily Herald. Each nomination made gives the nominee 5 votes. No person living in the city of El Paso is eligible to enter this contest and no votes will be allowed on subscriptions in El Paso or suburbs.

The Herald's Popular Voting Contest will be divided into four districts. Each district will contest for four Grand prizes and three district prizes. No person can win more than one prize. The contestant having the largest number of votes will be awarded the \$1250 Touring Car, the next highest will win the \$800 Apollo Piano Player; the third highest will win a double trip to New York and the fourth highest will win the \$400 Hobart M. Cable piano. In the districts where Grand prizes are awarded the next highest vote will win the \$125 Victrola; the next the \$50 set of silverware and the next the \$25 Camera.

In case of a tie between contestants the value of the prize for which they are contending will be equally divided.

Contestants must be entered in the district in which they live and contestants moving from one prize district to another after being nominated will be retained in the district from which first nominated.

Contestants may secure votes in any district they desire and votes once counted cannot be transferred.

No employee of The Herald will be permitted to compete for the prizes and The Herald reserves the right to reject any nomination that may be considered objectionable.

The Herald guarantees fair treatment to all contestants and in all questions that may arise the decision of the Contest Editor will be considered final.

The Herald reserves the right to add to or change the rules as may be necessary to best protect the interests of both the contestants and The Herald.

All prizes will be in El Paso ready for delivery to the winning contestants on the closing day of the contest.